



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

## Contract # 101728

**Schedule Dates** 10/18/12-10/27/12  
**Advertiser** Stivers for Congress (7072)  
**Agency** Strategic Media Placement (3256)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** House, WBNS (1254)  
**Sales Office** WBNS-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 2910  
**Account Types** Local/Political Candidate  
**Billing Type** Standard  
**Comments** OH-CD15 STEVE STIVERS 2012

**Date Entered** 08/02/12  
**Last Modified** 10/15/12  
**Entered By** Jessica Ellis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,380.00  
**Net Total** \$41,820.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	60	\$49,200.00
<b>Grand Total:</b>	<b>60</b>	<b>\$49,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	5A- 5:55A (EST)	4	X	X	X	X	X						WBNS-TV (WBNS)	5a	8/2/12
1.1	Revised Line / SPOT	10/16/12-10/19/12	4	:30	5A- 5:55A (EST)	4		X	X	X	X						WBNS-TV (WBNS)	5a	10/11/12
1.2	Normal Line / SPOT	10/18/12-10/19/12	4	:30	5A- 5:55A (EST)	2				X	X			2	\$400.00	\$800.00	WBNS-TV (WBNS)	5a	10/15/12
2.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	5:57A- 7A (EST)	4	X	X	X	X	X						WBNS-TV (WBNS)	6a	8/2/12
2.1	Revised Line / SPOT	10/16/12-10/19/12	4	:30	5:57A- 7A (EST)	4		X	X	X	X						WBNS-TV (WBNS)	6a	10/11/12
2.2	Normal Line / SPOT	10/18/12-10/19/12	5	:30	5:57A- 7A (EST)	2				X	X			2	\$500.00	\$1,000.00	WBNS-TV (WBNS)	6a	10/15/12
3.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	8A- 8:55A (EST)	4	X	X	X	X	X						WBNS-TV (WBNS)	8a CBS This Morn	8/2/12
4.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	8:58A- 9:55A (EST)	2	X	X	X	X	X						WBNS-TV (WBNS)	Kelly	8/2/12
4.1	Revised Line / SPOT	10/16/12-10/19/12	4	:30	8:58A- 9:55A (EST)	2		X	X	X	X						WBNS-TV (WBNS)	Kelly	10/11/12
4.2	Normal Line / SPOT	10/18/12-10/18/12	4	:30	8:58A- 9:55A (EST)	1				X				1	\$400.00	\$400.00	WBNS-TV (WBNS)	Kelly	10/15/12
5.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	10:58A- 11:57A (EST)	3	X	X	X	X	X						WBNS-TV (WBNS)	TPIR	8/2/12
5.1	Revised Line / SPOT	10/15/12-10/19/12	4	:30	10:58A- 11:57A (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	TPIR	10/5/12
6.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	11:58A- 12:30P (EST)	4	X	X	X	X	X						WBNS-TV (WBNS)	NOON	8/2/12
7.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	12:30P- 2P (EST)	2	X	X	X	X	X						WBNS-TV (WBNS)	SOAPS	8/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Advertiser** Stivers for Congress (7072)  
**Agency** Strategic Media Placement (3256)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** House, WBNS (1254)  
**Sales Office** WBNS-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 2910  
**Account Types** Local/Political Candidate  
**Billing Type** Standard  
**Comments** OH-CD15 STEVE STIVERS 2012

**Date Entered** 08/02/12  
**Last Modified** 10/15/12  
**Entered By** Jessica Ellis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,380.00  
**Net Total** \$41,820.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	60	\$49,200.00
<b>Grand Total:</b>	<b>60</b>	<b>\$49,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	3P- 3:55P (EST)	2	X	X	X	X	X						WBNS-TV (WBNS)	PHIL	8/2/12
8.1	Revised Line / SPOT	10/15/12-10/19/12	4	:30	3P- 3:55P (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	PHIL	8/17/12
9.0	Revised Line / SPOT	10/15/12-11/02/12	4	:30	3:58P- 5P (EST)	3	X	X	X	X	X						WBNS-TV (WBNS)	OZ	8/2/12
10.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	5P- 6P (EST)	4	X	X	X	X	X						WBNS-TV (WBNS)	5P	8/2/12
10.1	Revised Line / SPOT	10/16/12-10/19/12	4	:30	5P- 6P (EST)	4		X	X	X	X						WBNS-TV (WBNS)	5P	10/11/12
10.2	Normal Line / SPOT	10/18/12-10/19/12	5	:30	5P- 6P (EST)	2				X	X			2	\$600.00	\$1,200.00	WBNS-TV (WBNS)	5P	10/15/12
11.0	Revised Line / SPOT	10/15/12-10/19/12	4	:30	6P- 6:30P (EST)	4	X	X	X	X	X						WBNS-TV (WBNS)	6P	8/2/12
11.1	Revised Line / SPOT	10/15/12-10/19/12	4	:30	6P- 6:30P (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	6P	8/17/12
11.2	Revised Line / SPOT	10/16/12-10/19/12	4	:30	6P- 6:30P (EST)	4		X	X	X	X						WBNS-TV (WBNS)	6P	10/11/12
11.3	Normal Line / SPOT	10/18/12-10/19/12	5	:30	6P- 6:30P (EST)	2				X	X			2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	6P	10/15/12
12.0	Revised Line / SPOT	10/20/12-10/20/12	4	:30	6:58P- 7:30P (EST)	1						X					WBNS-TV (WBNS)	7P SAT NEWS	8/2/12
12.1	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:58P- 7:30P (EST)	1				X				1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	jeop	10/15/12
13.0	Revised Line / SPOT	10/15/12-10/21/12	4	:30	11P- 11:35P (EST)	4	X	X	X	X	X	X	X				WBNS-TV (WBNS)	11P	8/2/12
13.1	Revised Line / SPOT	10/16/12-10/21/12	4	:30	11P- 11:35P (EST)	4		X	X	X	X	X	X				WBNS-TV (WBNS)	11P	10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Brand** political candidate (1775)  
**Salesperson** House, WBNS (1254)  
**Sales Office** WBNS-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 2910  
**Account Types** Local/Political Candidate  
**Billing Type** Standard  
**Comments** OH-CD15 STEVE STIVERS 2012

**Date Entered** 08/02/12  
**Last Modified** 10/15/12  
**Entered By** Jessica Ellis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,380.00  
**Net Total** \$41,820.00  
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<b>Grand Total:</b>	<b>60</b>	<b>\$49,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.2	Normal Line / SPOT	10/18/12-10/21/12	5	:30	11P- 11:35P (EST)	4				X	X	X	X	3	\$650.00	\$1,950.00	WBNS-TV (WBNS)	11P	10/15/12
13.2.1	Closed Preempt	10/21/12															WBNS-TV (WBNS)	Schedule Change/Spot - INCORRECT TIME SPECS	
14.0	Revised Line / SPOT	10/20/12-11/03/12	4	:30	4:58A- 6:56A (EST)	1						X					WBNS-TV (WBNS)	5A SAT	8/2/12
14.1	Normal Line / SPOT	10/20/12-10/27/12	5	:30	4:58A- 6:56A (EST)	1						X		2	\$100.00	\$200.00	WBNS-TV (WBNS)	5A SAT	10/15/12
15.0	Revised Line / SPOT	10/20/12-11/03/12	4	:30	6:57A- 9A (EST)	1						X					WBNS-TV (WBNS)	CBS SAT THIS MORN	8/2/12
15.1	Normal Line / SPOT	10/20/12-10/27/12	5	:30	6:57A- 9A (EST)	1						X		2	\$300.00	\$600.00	WBNS-TV (WBNS)	CBS SAT THIS MORN	10/15/12
16.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	5A- 5:55A (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	5a	8/2/12
16.1	Normal Line / SPOT	10/22/12-10/26/12	4	:30	5A- 5:55A (EST)	5	X	X	X	X	X			5	\$400.00	\$2,000.00	WBNS-TV (WBNS)	5a	10/15/12
18.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	5:57A- 7A (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	6a	8/2/12
18.1	Normal Line / SPOT	10/22/12-10/25/12	5	:30	5:57A- 7A (EST)	4	X	X	X	X				4	\$500.00	\$2,000.00	WBNS-TV (WBNS)	6a	10/15/12
21.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	8:58A- 9:55A (EST)	3	X	X	X	X	X						WBNS-TV (WBNS)	Kelly	8/2/12
21.1	Normal Line / SPOT	10/22/12-10/25/12	4	:30	8:58A- 9:55A (EST)	3	X		X	X				3	\$400.00	\$1,200.00	WBNS-TV (WBNS)	Kelly	10/15/12
25.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	11:58A- 12:30P (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	NOON	8/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Brand** political candidate (1775)  
**Salesperson** House, WBNS (1254)  
**Sales Office** WBNS-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 2910  
**Account Types** Local/Political Candidate  
**Billing Type** Standard  
**Comments** OH-CD15 STEVE STIVERS 2012

**Date Entered** 08/02/12  
**Last Modified** 10/15/12  
**Entered By** Jessica Ellis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,380.00  
**Net Total** \$41,820.00  
**Sales Tax**

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Oct. 2012	60	\$49,200.00
<b>Grand Total:</b>	<b>60</b>	<b>\$49,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.1	Normal Line / SPOT	10/18/12-10/19/12	5	:30	11:35P- 12:37A (EST)	1				X	X			1	\$300.00	\$300.00	WBNS-TV (WBNS)	letterman	10/15/12
29.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	3P- 3:55P (EST)	3	X	X	X	X	X						WBNS-TV (WBNS)	PHIL	8/2/12
31.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	5P- 6P (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	5P	8/2/12
31.1	Normal Line / SPOT	10/22/12-10/26/12	5	:30	5P- 6P (EST)	5	X	X	X	X	X			5	\$600.00	\$3,000.00	WBNS-TV (WBNS)	5P	10/15/12
33.0	Revised Line / SPOT	10/22/12-11/02/12	4	:30	6P- 6:30P (EST)	5	X	X	X	X	X						WBNS-TV (WBNS)	6P	8/2/12
33.1	Normal Line / SPOT	10/22/12-10/25/12	5	:30	6P- 6:30P (EST)	4	X	X	X	X				4	\$1,000.00	\$4,000.00	WBNS-TV (WBNS)	6P	10/15/12
34.0	Revised Line / SPOT	10/21/12-10/21/12	4	:30	6:28P- 6:57P (EST)	1							X				WBNS-TV (WBNS)	630P SUN NEWS	8/2/12
34.1	Normal Line / SPOT	10/22/12-10/26/12	4	:30	6:58P- 7:30P (EST)	4	X	X	X		X			3	\$2,000.00	\$6,000.00	WBNS-TV (WBNS)	jeop	10/15/12
34.1.1	Closed Preempt	10/24/12															WBNS-TV (WBNS)	Schedule Change/Spot - 10TV NEWS PRESENTS	
35.0	Revised Line / SPOT	10/26/12-10/28/12	4	:30	6:28P- 6:57P (EST)	1							X				WBNS-TV (WBNS)	630P SUN NEWS	8/2/12
35.1	Normal Line / SPOT	10/18/12-10/19/12	4	:30	7:30P- 7:57P (EST)	2				X	X			2	\$2,000.00	\$4,000.00	WBNS-TV (WBNS)	wheel	10/15/12
36.0	Revised Line / SPOT	11/04/12-11/04/12	4	:30	6:28P- 6:57P (EST)	1							X				WBNS-TV (WBNS)	630P SUN NEWS	8/2/12
36.1	Normal Line / SPOT	10/22/12-10/25/12	4	:30	7:30P- 7:57P (EST)	3	X		X	X				2	\$2,000.00	\$4,000.00	WBNS-TV (WBNS)	wheel	10/15/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**Sales Office** WBNS-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 2910  
**Account Types** Local/Political Candidate  
**Billing Type** Standard  
**Comments** OH-CD15 STEVE STIVERS 2012

**Date Entered** 08/02/12  
**Last Modified** 10/15/12  
**Entered By** Jessica Ellis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
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**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.1.1	Closed Preempt	10/24/12															WBNS-TV (WBNS)	Schedule Change/Spot - 10TV NEWS PRESENTS	
39.0	Revised Line / SPOT	10/22/12-11/04/12	4	:30	11P- 11:35P (EST)	5	X	X	X	X	X	X	X				WBNS-TV (WBNS)	11P	8/2/12
39.1	Normal Line / SPOT	10/22/12-10/27/12	5	:30	11P- 11:35P (EST)	6	X	X	X	X	X	X		6	\$650.00	\$3,900.00	WBNS-TV (WBNS)	11P	10/15/12
41.0	Revised Line / SPOT	10/21/12-11/04/12	4	:30	6:28A- 8:30A (EST)	1							X				WBNS-TV (WBNS)	630A SUN	8/2/12
41.1	Normal Line / SPOT	10/21/12-10/21/12	5	:30	6:28A- 8:30A (EST)	1							X	1	\$100.00	\$100.00	WBNS-TV (WBNS)	630A SUN	10/15/12
42.0	Revised Line / SPOT	10/21/12-11/04/12	4	:30	8:58A- 10:30A (EST)	1							X				WBNS-TV (WBNS)	CBS SUN MORN	8/2/12
42.1	Normal Line / SPOT	10/21/12-10/21/12	5	:30	8:58A- 10:30A (EST)	1							X	1	\$400.00	\$400.00	WBNS-TV (WBNS)	CBS SUN MORN	10/15/12
43.0	Revised Line / SPOT	10/30/12-10/30/12	4	:30	7:57P- 9P (EST)	1		X									WBNS-TV (WBNS)	NCIS	8/2/12
43.1	Normal Line / SPOT	10/21/12-10/21/12	5	:30	11A- 11:30A (EST)	1							X	1	\$250.00	\$250.00	WBNS-TV (WBNS)	cap square	10/15/12
44.0	Revised Line / SPOT	10/23/12-10/23/12	4	:30	9P- 10P (EST)	1		X									WBNS-TV (WBNS)	NCIS LA	8/2/12
44.1	Normal Line / Special	10/22/12-10/22/12	4	:30	9P- 2012 PRESIDENTIAL DEBATE	1	X							1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	debate	10/15/12
45.0	M/G For 13.2.1 / SPOT	10/21/12-10/21/12	5	:30	11:35P- 12A (EST)	1							X	1	\$650.00	\$650.00	WBNS-TV (WBNS)	11P	10/15/12
46.0	M/G For 34.1.1 / SPOT	10/25/12-10/25/12	4	:30	6:58P- 7:30P (EST)	1				X				1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	jeop	10/15/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

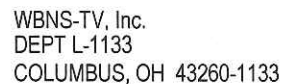
Date:

Accepted-Station:

Date:

Comments:

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Delaware, OH 43015

Date Entered	08/02/12
Last Modified	10/15/12
Entered By	Jessica Ellis
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$7,380.00
Net Total	\$41,820.00
Sales Tax	

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Oct. 2012	60	\$49,200.00
<b>Grand Total:</b>	<b>60</b>	<b>\$49,200.00</b>

## CONFIRMATION CONTRACT

Comments:
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